

PRESS RELEASE

Travis Letter TV ad takes two Telly Awards

In-house PSA by state employees on par with industry competition

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AUSTIN — William Barret Travis' "Victory or Death" letter drew record crowds to the Alamo this spring, and a Texas General Land Office public service announcement heralding its return just won two Telly Awards — the premiere honor for outstanding local, regional and cable TV commercials.

The 60-second spot is the work of the GLO Office of Communications, which also coordinated the Travis Letter Returns event. The video combined dramatic music and sound effects with footage of an actor portraying Travis at Touchstone Pictures' Alamo movie set in Dripping Springs, in 2004.

"I know I have a good staff at the Land Office, but it's great when others recognize it," Texas Land Commissioner Jerry Patterson said. "We do good work — the people of Texas and a place like the Alamo deserve nothing less."

The Victory or Death PSA can be seen here: <http://www.youtube.com/watch?v=H6YNpikTRIM>. The PSA ran on cable and broadcast television channels across the state and earned a Bronze Telly in the Regional TV&Multi-market Cable-Events category, and a Bronze Telly in the Regional TV&Multi-market-Not-for-Profit category.

"This award is an honor," said Mark Dallas Loeffler, Land Office Communications Director and director of the spot. "But the real validation was the 24,000 folks who waited up to five hours in line to see the Travis Letter. I guess the ad worked."

The Telly is one of the most sought-after awards by industry leaders, from large international firms to local production companies and ad agencies. This year's winners were culled from nearly 12,000 entries from all 50 states and five continents. A judging panel of more than 500 industry professionals, each a past winner of a Silver Telly and a member of The Silver Telly Council, judged the competition.

"The Telly Awards has a mission to honor the very best in film and video," said Linda Day, Executive Director of the Telly Awards. "The Texas General Land Office's accomplishment illustrates their creativity, skill, and dedication to their craft and serves as a testament to great film and video production."

The award puts the GLO's Office of Communications in rare company with other 2013 Telly Awards winners including Under Armour, Lockheed Martin Aeronautics, Johnson & Johnson, Jack Morton Worldwide, Intel Corporation and Ogilvy Entertainment.

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